

SERVICE

RADIO HELPS THE TRAVELLERS

MUCH disappointment, inconvenience and financial loss were saved many hundreds of South Island motorists over Easter week-end by a first-class relay of weather conditions by 3ZB, Christchurch, conducted by Ian Mackay.

Heavy rain had swollen all rivers and streams, and several main routes were under water, conditions becoming steadily worse on Good Friday and Easter Saturday.

Accurate descriptions of the condition of roads between Invercargill and Nelson were broadcast by telephone conversation with Automobile Association officials, postmasters and county engineers, working in conjunction with the P. and T. Department, all the conversations being clearly heard by listeners.

In the absence of any other source of information, the relay was a genuinely good piece of service, and was responsible for over 1000 phone rings in two days, from listeners seeking information.

Better Fare?

AFTER a break of a fortnight station 4YA will resume its presentations of studio players on Monday nights. Although the standard of plays lately has been inferior, listeners have come to look upon Monday as play night, and are disappointed if one is not forthcoming. Next Monday, "Peace by the Derwent," by John Harvey, and adapted for radio by George Walton, will be given, the producer being Mr. G. Fleming. Both title and theme indicate that this will be better fare than has been offered recently.

Seeing Stars

SHORT recorded talks on astronomy by the Rev. B. Dudley, F.R.A.S., incorporated in the children's session from 4YA on Monday nights, have proved well liked during the last month. Next Monday, at 5.30 p.m., the topic will be "Earth and Sky."

Dora

DORA LINDSAY, popular Scottish comedienne, will be heard in three different broadcasts from 4YA next week. Her first appearance before the microphone will be at 8.26 p.m. on May 3. She will again appear the following night at 8.18, and her final appearance will be on Saturday at 8.35. Quite liberal measure.

About 1ZM

POPULAR with listeners on Sunday nights are the series labelled "A Century of Ballads," broadcast by 1ZM. These have been arranged, and are presented by Mr. W. W. Rodgers in a manner deserving high praise, for the stories associated with the different songs and their composers are of a high educational value, besides being entertaining. Other sessions from this station that are in demand are the dance programmes and the celebrity half-hour on Wednesdays, conducted by

Mr. Rodgers, jun. On Good Friday the station presented a complete recorded version of Stainer's "Crucifixion." For Anzac Day a special programme was to be presented.

The Voice

LEAGUE football will be described for 1ZB listeners every Saturday during the winter by Bill Meredith, 1ZB sports announcer. Arrangements have been completed for the 1ZB mike to be put in for every match. Bill, by the way, is the newest addition to the 1ZB announcing staff, Veteran of many sports, and patron of more still, he knows sports and sportsmen thoroughly. He has been associated with broadcasting for many years—at 1YA his broadcasts from Eden Park earned him the title of "The Voice that Breathed over Eden."

Culture Idea

"CULTURAL conversation," a development based on the suggestion that people should be just as careful and correct in speech in ordinary conversation as if they were speaking before a microphone, was an idea left by Howard Milholland, entertainer, teller of tales, singer and actor, and programme manager for the Pacific division of the American National Broadcasting Company for many years, when he spoke to the staff of 2ZB recently. Mr. Milholland emphasised common faults in announcing, such as the dropping and slurring of the ending of phrases, and he stressed the value of imparting the quality of joyousness and interest to the speaking voice. "Cultural conversation" had gained much popularity in U.S.A. recently. The idea, of course, was by no means intended for radio announcers alone, but could be adopted by everybody.

"Drums"

VOTED the most popular radio drama in America, and having in that land of hard-bitten listeners the greatest audience of them all, a big spoken feature "Drums," has started on four nights each week from 1ZB. William Farnum, great dramatic actor on the American airways—the grand old man of radio over there—takes the main role and around him are clustered a group of outstanding stars. "Drums" may be heard from 1ZB on Tuesdays, Wednesdays, Fridays and Saturdays at 8.45 p.m.

Lost And Found

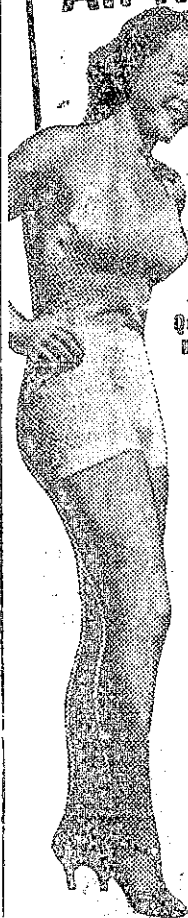
"BUDGIE DIGGER BURKE" is lost," came the call from 4ZB recently. At once Oamaru bird-lovers began their search for the pocket edition of a parrot so well-known in the White Stone Town. After four days' freedom in unexpectedly wet weather, the owner advised the station that the little wanderer had been found in one of the quarries, rather distressed at the unusual buffetings he had received. These small services, for which 4ZB is noted, often result in a good deal of pleasure and happiness.

Interesting

THE record of "Hunting Cries," in the NBS recordings museum, referred to in last week's "Record," was not made by the present Lord Galway, Governor-General, but by the seventh holder of the title, born 1852.

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YET SHE GAINED 20 LBS. NERVES and HEADACHES VANISHED ALMOST AT ONCE!



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"All my life I have been underweight and easily run-down, and after a very serious motor accident I found it impossible to regain my strength. For several years I was in a very bad state. I had advice from several Doctors both in England and the United States. I spent a large amount of money in medicine including Thyroid, but without result. I had almost decided that I should never feel well again when I read of 'VIKELP.' I got a tin thinking I would give it a trial and was amazed to find a change almost at once. I became less nervous, my headaches disappeared, and altogether I have become a totally different person. Where my bones used to stand out I have firm flesh, and after 3 tins of 'VIKELP' I have gained 20 lbs."

"...I recently met a friend... and she was astonished at the change in me."—C. P., Brussels.

99 times out of 100 these dangerous run-down conditions are caused by lack of sufficient Minerals, Vitamins and Food Iodine in the system. "VIKELP," made from an amazing Pacific Ocean plant, not only contains all the 6 vitally important vitamins A, B1, B2, C, D and E, but is the world's richest source of all the 12 essential life-giving minerals (iron, copper, calcium, phosphorus, magnesium, sulphur, potassium, manganese, etc.) and Food Iodine. With these precious elements you quickly normalise your glands, build rich red blood, new energy, strength and add lbs. of firm flesh.

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Even if you are skinny, weak, run-down, nervous, can't sleep and if even the best foods fail to build up your weight, strength and energy, try "VIKELP" tablets, for 10 days. If you don't feel better, sleep better, eat better, have stronger nerves and add at least 5 lbs. of good solid flesh the first 10 days, the trial is free. Your own doctor will approve this way. "VIKELP" costs but little. Obtainable everywhere.

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Write today for fascinating instructive 50-page Book on How to Add Weight Quickly, Build Strength, Energy, Strong Nerves and Rich Red Blood. Mineral contents of Food and their effects on the Human Body. New facts about MINERALS, IODINE and VITAMINS. Standard weight and measurement charts. Daily menus for weight building. Absolutely free. No obligation.

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"Sunny Side Up" still sings its good news When the weather is cold and wet: "Sunny Side Up" is balm for "the blues." Whatever wild weather we get. "Sunny Side Up" keeps us smiling and gay. Contented and warm on the coldest day, "Sunny Side Up" will survival assure. Combined with Woods' Great Peppermint Cure.